WHAT IS CLAIMED IS:

1.      In a computer network, a method comprising,

providing a service schema, the service schema having service-related fields arranged

into a content document with defined structures for the fields;

receiving a data access request directed to service information, the request including

associated identity information; and

in response to the data access request, manipulating at least one set of data in a logical

service document that includes data therein according to the associated identity information,

each set of data in the logical service document structured to correspond to a field in the

content document.

2.      The method of claim 1 wherein manipulating at least one set of data comprises

reading data from at least one field in the logical service document.

3.      The method of claim 1 wherein manipulating at least one set of data comprises

writing data to at least one field in the logical service document.

4.      The method of claim 1 wherein the services schema corresponds to a first

services to allow an application to find a second service.

5.      The method of claim 1 wherein the services schema corresponds to an

application settings service.

6.      The method of claim 1 wherein the services schema corresponds to a calendar service.

7.      The method of claim 1 wherein the services schema corresponds to a categories service.

8.      The method of claim 1 wherein the services schema corresponds to a contacts service.

9.      The method of claim 1 wherein the services schema corresponds to a devices service.

10.     The method of claim 1 wherein the services schema corresponds to a documents service.

11.     The method of claim 1 wherein the services schema corresponds to a favorites service.

12.     The method of claim 1 wherein the services schema corresponds to an inbox service.

13. The method of claim 1 wherein the services schema corresponds to a lists service.

14. The method of claim 1 wherein the services schema corresponds to a location service.

15. The method of claim 1 wherein the services schema corresponds to an alerts service.

16. The method of claim 1 wherein the services schema corresponds to a profile service.

17. The method of claim 1 wherein the services schema corresponds to a presence service.

18. The method of claim 1 wherein the services schema corresponds to a wallet service.

19. In a computer network, a method comprising,

receiving a data access request, the request including associated identity information;

accessing a data store to obtain data based on the associated identity information;

constructing a document including at least part of the data, the document arranged according to a defined schema; and

returning the document in response to the request.

20. The method of claim 19 wherein the schema includes at least one defined field for extending the schema.

21. A method for providing identity-centric services to end users over a distributed computer network, the method comprising:

providing a core set of identity-centric services to end users;

maintaining identity-centric data relating to the end users of the core services; and

providing one or more optional identity-centric services to end users in addition to the core services;

wherein the identity-centric data in the data store is accessible by the core set of services and by the optional services.

22. The method of claim 21 whereing the core services provider also provides the one or more optional identity-centric services.

23. The method of claim 21 wherein at least one optional identity-centric service is provided by a different entity than the provider of the core set of services.